CMS Division | Strategic Plan

	ACTIVITY	LEAD	PLANNED START	PLANNED DURATION	ACTUAL START	ACTUAL DURATION	PROGRESS CHECKER
	Strategic Goal 1: Increase and maintain membership						
1a	**Target scholars for CMS membership**	Rep at Large Newsletter, Rep at Large Dark Side	Nov-23	3 months			
1b	**Maximise executive members' networks to showcase CMS**	Executive team	Jan-24	3 months			
1c	**Share templates for Business School newsletters and individualised emails**	Rep at Large Communications	Nov-23	3 months			
1d	**Appoint (non-exec) ambassadors to raise the profile of AoM in different regions**	Past Chairs	Mar-24	3 months			
2a	**Launch an annual online workshop preparing for paper submission**	Program Chairs / Chairs Elect	Nov-23	Annual event			
2b	**Enhance communications around AoM Annual Meeting**	Rep at Large Communications	Feb-23	6 months			
2c	**Incentivise reviewing with pre-review period workshop and resources**	Program Chairs	Jan-24	Annual event			
	Strategic Goal 1.1: Strengthen global relevance)						
3a	**Leverage new Rep-at-large position**	Rep at Large ECR/PhD, Rep at Large Ethics & Inclusion	Jan-24	18 months			
	Strategic Goal 2: Enrich collabations						
4a	**Reinvigorate relationships with Exec members of other DIGs**	Chairs Elect / Chairs	Aug-23	18 months			
4b	**Strengthen relationships with other DIGs**	Program Chairs / Chairs Elect	Feb-24	Annual cycle			
4c	**Explore mid-year collaborations with academic journals**	Chairs Elect / Chairs	Feb-24	6 months			
5a	**Launch new paper awards**	Chairs Elect / Chairs	Aug-23	Annual cycle			
5b	**Target relationship building with two important AoM journals**	PDW Chairs	Feb-24	6 months			
5c	**Organise PDWs around publishing in AMLE, AMP and strategic development of two high-profile awards**	Chairs	Aug-24	One off event			
	Strategic Goal 2.1: Build CMS brand						
6a	**Review communication strategies to deliver on priorities**	Rep at Large Communications, Rep at Large Newsletter	Aug-23	12 months			
6b	**Work with AoM to refresh website presence using social media to drive engagement**	Rep at Large Communications, Exec Chairs	Feb-23	12 months			
	Strategic Goal 3: Renew commitment to pluralism (theory, method, practice) and inclusion						
7a	**Through diversities of Exec members model commitment, inclusive scholarship and praxis**	Rep at Large Ethics and Inclusion	2	11			
7b	**Internal review of CMS events and activities at the AoM Conferences to ensure openness to all critical approaches inspiring and enabling a better world**	Rep at Large Ethics and Inclusion	6	12			
7c	**Recruit carefully to Executive roles to ensure broad representation of the membership**	Past Chairs, Rep at Large Ethics and Inclusion	Feb-23	Annual cycle			
	Strategic Goal 3.1: Expand Rep at Large roles to encourage network building across interested members						
8a	**Build opportunities for younger members to gain Exec experience through assisting with key roles**	Reps at Large in liaison with Exec Chairs	Aug-24	18 months roll out			